



STEP 1: EARLY STAGE PLANNING

(9 –12 MONTHS IN ADVANCE)

Congratulations! A TBH FAIR is on your calendar for the upcoming year. You are about to hold a cutting-edge event that your clients and community are certain to love.

You will find a sample **TBH FAIR Planning Worksheet** in the Planning Materials area of your online TBH FAIR Toolkit.

EVENT LOGISTICS: FIGURING OUT THE “W”S

Every TBH FAIR begins with planning for the “W”s—who, when, and where. Here are the actions you should complete at this stage:

Who? Who is your audience? Are you offering your program to residents of a senior living community? Are you hoping to draw in folks from the surrounding area? Are you a wellness center or hospital-based community program holding the fair primarily for your existing membership? Who else might you include—family members? Grandchildren? Will you look for activities that also can serve folks who have a mild to moderate degree of memory challenge?

Where? A TBH FAIR is a large-scale event, often attracting more than 100 people. You will need a location that has an area spacious enough to accommodate all attendees for the keynote presentation and panel, plus an area or areas where you can set up each TBH station (TBH station for short). Some stations, such as dance or yoga, will need to be located in a space big enough for a small group of people to move around; this could be a separate room, or it could be the room in which the keynote presentation takes place as long as you’re able to remove the chairs as soon as the presentation is over. Other stations are most successful if they can be set up in separate rooms; these include quiet ones (meditation), as well as noisy ones that could be disruptive, such as drumming. Stations that are designed mainly for the distribution of information can be set up in advance along the wall of the main room.

When mapping out your fair, think about how easily people will be able to flow from station to station; if you use different rooms (or even floors or buildings), make sure they can be accessed easily and safely. Sample event floor plans can be found in the Planning Materials section of your online TBH FAIR Toolkit. You may wish to limit attendance to a certain number so you can showcase

ACTION:

Decide who your audience will be. Also think about how you will reach them to promote the event and encourage attendance.

ACTION:

Reserve the space for your event, including completing all necessary paperwork and deposits.

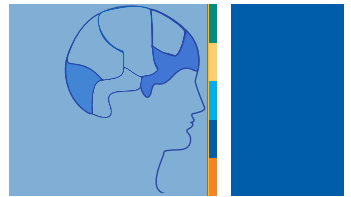
your own facility (many senior centers and senior living communities choose this option); or you may partner with or rent space from a local school or club (such as an Elks Club or women’s club).

When? When will you hold your program? At what point in the calendar does scheduling a large brain health event make sense? Will you hold it in celebration of a designated month or week? At what time of the day will you hold your fair? Will your intended audience be more likely to attend in the morning, afternoon, or evening? Now is the time to consider these issues in choosing a date that will work best for your fair. Table 2 has some suggested national calendar events that may be a nice link for a fair date. In addition, think of general seasonal themes that may work, such as fall (back to school) or spring (renewing brain health).

ACTION:
Schedule the day and time of your event.

TABLE 2: NATIONAL CALENDAR EVENTS

DATE	CALENDAR EVENT	RESOURCE
March (third week)	Brain Awareness Week	Dana Foundation www.dana.org/baw
April (first week)	National Public Health Week	American Public Health Association www.nphw.org
May	Older Americans Month	Administration on Aging http://oam.acl.gov
September (varies)	Active Aging Week	International Council on Active Aging (ICAA) www.icaa.cc
	World Alzheimer’s Month and Alzheimer’s Action Day	Alzheimer’s Association www.alz.org
November	National Alzheimer’s Awareness Month	Alzheimer’s Association www.alz.org



EVENT CONTENT: WHAT WILL WE DO?

Your TBH FAIR should consist of:

A KEYNOTE PRESENTATION: Your event will kick off with a keynote presentation by a single speaker or a panel of experts. It should last approximately 1 hour; allow 45 minutes for the presentation and 15 minutes for questions by the audience.

The keynote speaker or panel will be instrumental in setting the tone for your TBH FAIR, and should be an expert or experts in the field of brain health or have leadership and understanding in a related area, such as successful aging, active retirement, or adult education. Whomever you choose should be able to offer a positive, upbeat message about the benefits of keeping our memory sharp and our brains challenged and engaged as we age. They also should be able to speak to the science behind the activities featured in the TBH Stations.

Potential resources for keynote speakers include:

- **The community outreach program of your local hospital.** These facilities often have doctors or allied professionals who speak on health topics, including memory and brain health.
- **Local professional organizations.** Your state medical association or psychology association will likely have a list of professionals who can speak about topics of interest such as memory or successful aging.
- **A local university.** Professors from the psychology, gerontology, or sociology departments of a local university could be wonderful keynote speakers for your event. Even a professor of anthropology who's able to discuss the ways other societies or cultures keep their brains engaged across the lifespan could be a great choice.
- **Your local Alzheimer's Association or chapter of the American Association of Retired Persons (AARP).** Such organizations often have a list of speakers who can address brain health or a related topic.
- **National resources.** If it's within your budget, consider hosting a nationally recognized speaker on memory and brain health. Memory Arts can act as a resource if you're seeking such a speaker.

Your list of potential keynote speakers will be determined by availability and your budget. It may be easier and less costly to schedule a local speaker if you can find someone who fits your needs. On the other hand, a nationally known

ACTION:

Make a list of potential speakers or panelists that you can use to determine over the next few weeks the presenter(s) and topic of your keynote.

speaker can draw additional publicity and attendance to your event. Keep in mind that while a great keynote is important to setting the tone for your TBH FAIR, the keynote is not in and of itself the event. Effectively balancing your energy and financial investment across the whole fair is a key factor in its success.

Once you've identified three or four potential keynote speakers or panelists who meet your criteria, contact each to find out their expected fees (or if they will participate on a *pro bono* basis) and other requirements, and if they have a set contract that they use for speaking engagements. If you plan to have a panel, you should identify someone who will be a compelling moderator, such as a board member, staff person, or perhaps even a client or resident of your community. Use the TBH FAIR worksheet to help you in this planning process.

TBH STATIONS: The TBH Stations are the “heart” of your TBH FAIR. They'll provide the opportunity for participants to discover and experience first-hand what it means to practice better brain health habits across the entire spectrum of brain well-being.

Important criteria for TBH Stations are:

- **“10 People, 10 Minutes”:** Each station should allow approximately 10 participants to experience the featured activity in approximately 10 minutes. Your experts should therefore plan the activities at their station so they can be completed in 10-minute intervals, as participants cycle through the event. This may vary, but is a good rule of thumb to follow in planning your stations.
- **Body|Mind|Spirit Continuum:** Each TBH Station will reflect at least one dimension of the Body|Mind|Spirit Continuum of TBH; some stations will provide an experience across two or even all three of these aspects of well-being. For example, the Yoga Station provides an experience that is physical, intellectual, *and* spiritual.
- **Hands-On:** TBH Stations should be active and engaging. At an Aromatherapy Station, for example, participants should be able to sniff different essential oils, not just read or gather literature about them.



TBH STATION WORKSHEETS

TBH Station Worksheets are available for each station and can be downloaded from the website. They list all the information necessary to run the station successfully, including:

- The number of people it can accommodate at one time
- The amount of time the experience at each station should take
- Which dimensions of the Body|Mind|Spirit Continuum the activity addresses
- The science behind the station
- A list of materials needed to run the station
- How the station works
- Variations to make the station either more challenging or easier for participants

At this stage of planning you need to determine the following information regarding your TBH Stations:

- **How many stations?** The number of participants you expect will determine the number of stations you plan. If you're holding your event at a group residence then you'll likely have a good idea of how many people will be there; otherwise you'll have to do your best to estimate how many folks will attend. You will need enough stations so that everyone can be visiting a station at any given time. Since most stations host up to 10 people at a time, and the TBH Station activities should be completed in approximately 10-minute stretches, you can use this simple formula to calculate the number of stations you'll need:

$$\text{Number of Participants} \div 10 = \text{Number of Stations Needed}$$

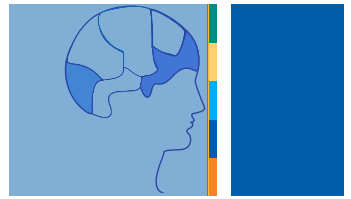
Your station estimate should include the active stations as well as a food table, information booth, etc. Keep in mind that you want everyone to experience each station, or if the event is quite large, at least 10 to 12 stations. At this stage, it is best to plan for a few extra stations in case your attendance is greater than expected—it's easier to remove a station than to scramble to add one at the last minute.

TABLE 3:
POPULAR TBH STATIONS

BODY	MIND	SPIRIT
DANCE AEROBICS	JUGGLING*	AROMATHERAPY*
ZUMBA [®]	CARTOONING	YOGA*
SIT AND BE FIT	WORD SCRAMBLE	CHAIR YOGA*
JUGGLING*	BRAINY BOARD GAMES	TAI CHI*
WII PROGRAM	6 WORD AUTOBIOGRAPHY	7 WORDS OF WISDOM*
YOGA*	7 WORDS OF WISDOM*	VOLUNTEER CRAFT ACTIVITY
CHAIR YOGA*	COLLAGE ART	POETRY JAM*
TAI CHI*	CONDUCTORCIZE [®]	MEDITATION STATION
CALISTHENICS	BRAINY SOFTWARE STATION	VOLUNTEER INFORMATION
BALLROOM DANCING	POETRY JAM*	HAND MASSAGE*
HAND MASSAGE*	CANDLE MAKING	REFLEXOLOGY*
REFLEXOLOGY*	CIRCLE DRUMMING	CIRCLE DRUMMING
AROMATHERAPY*	SING-A-LONG	PLANTING TABLE
BRAIN HEALTHY EATING	THE WIZ QUIZ [®]	
MEDICATION TABLE	MEMORY SCREENING	
BLOOD PRESSURE SCREENING		
FALLS PREVENTION TABLE		
*ACTIVITIES MEETING 2+ THEMES		

- **What are the stations?** The stations at your TBH FAIR should represent all three dimensions of the TBH model—body, mind, spirit—equally. Remember that some activities represent more than one aspect of the Body|Mind|Spirit continuum. For example, drumming can provide a brain health experience that is both physical and spiritual. Table 3 lists our most popular TBH Stations by these criteria.
- **Flaunt what you’ve got.** One of the greatest benefits of a TBH FAIR to your organization is the opportunity the event provides to showcase what you have to offer to potential clients. One way to take advantage of this benefit is by using your own talent and resources: Who from your staff can effectively “teach” a station? Do you have a fabulous Zumba[®] Gold instructor? A choir program where folks can be part

TBH FAIR TRAINING MATERIALS



- of a sing-a-long? A Wii machine that was a nice investment but is underused? Using your own talent and resources can help manage the costs of hosting a TBH FAIR as well.
- **What's new and cool?** Include TBH Stations that your clients are unlikely to try on their own. For example, juggling is a fun activity that has been shown in studies to improve brain function. Look in your local community for folks who have the expertise and rapport to run a great station. Possible resources include your local community paper, where experts might advertise their services (for example, a juggler might advertise for a children's program or birthday party), or teachers from a local adult school. If you are near a college or university, see if they have clubs or organizations that might be able to provide a station. For example, one recent client found a juggling club at a local college, and the students volunteered to teach attendees of the fair (which helped them fulfill community service hours as well). Ask if the expert will want a fee for running the station or is willing to donate his or her services and materials (or both).
- **Who's in charge?** Each TBH Station requires at least two persons—one to lead the activity and another to monitor the flow of participants, take care of the incentive program materials, and provide general assistance. Many stations, such as the Word Scramble or Volunteer Craft stations, can be led by a staff member or volunteer. Other stations will require a professional or someone who has solid expertise in the activity featured. For example, at a recent TBH FAIR a resident of that community who was a published poet volunteered to run the Poetry Jam Station (and taught us all a lot as well).

FINANCING YOUR EVENT. Now is the time to figure out what your budget is for the TBH FAIR, as well as how you will cover your costs. Budgetary considerations include:

- Space rental (if needed)
- Keynote speaker, panelist, and other outside expert fees
- Advertising, marketing, and other promotional costs
- Supplies (signage, program brochure, incentive program materials, etc.)
- Refreshments
- Raffle prizes and other giveaway items

STEP 1:
EARLY STAGE
PLANNING

ACTION:

Make a list of potential TBH stations, estimating one station for every ten participants expected. Use the list to come up with professionals or experienced volunteers who will be the expert at each station. Download the TBH FAIR Planning Worksheet for each station chosen and begin organizing for each station.

At this point you should determine if you will be charging for attendance or relying on existing or outside resources to cover your costs. We recommend charging a fee for the event, even if it's just a few dollars. By registering and paying ahead of time, potential participants are more likely to show up. Outside of registration fees, you should know whether you'll be using monies from your annual budget, looking for grant sources to support the event, or seeking other means of financial support. One source to consider at this time are "angels"—individuals or organizations who will grant funding to specifically support this event or parts of the event.

ACTION:

Use the TBH FAIR Planning Worksheet to help you develop a working budget for your event.

ACTION:

Approach possible sponsors and partners for your event. Make sure they understand the TBH philosophy and how it will be represented at the event. Discuss how they might join with you in making the fair a success (financial support, providing food, providing giveaways, etc.). Use the TBH FAIR Planning Worksheet to guide you in working with sponsors and partners.

SPONSORS AND PARTNERS. Sponsors and partners can help to defray the cost of your event by sponsoring the entire fair, teaming up with you to cover the cost of the keynote, or providing a specific element, such as the food. Make sure that any sponsor or partner you align with understands and is willing to follow the TBH philosophy of the fair. Avoid those who have a specific agenda, such as promoting a particular product that may be controversial. For example, a partner who agrees to provide food and then insists on bringing potato chips, cookies, and soda would not be a good choice. You should also make sure you agree ahead of time how they will be acknowledged at the event (signage, having a table to distribute information about their services, acknowledgement during opening remarks, etc.)

Possible sponsors and partners include: local hospitals or medical practices, senior residences, home health care agencies, specialty stores such as a health food market or game store, organizations whose mission touches on brain health, or local government or governmental service agencies.

PUT IT IN WRITING: CREATE A BROCHURE

Another possible means of defraying costs is to create an event brochure that allows your sponsors or partners to advertise their organizations or companies in return for their support. You can also sell advertising to other companies or interested parties. Your event brochure can include a few articles on brain health (which Total Brain Health can provide), as well as word games, brain healthy recipes etc.